

ABSTRACT

Method and system for readily predicting consumer behavior from services purchased on a network and putting predicted results to effective use for marketing. From terminal 3 of a souvenir shop or restaurant advertiser, advertisements for its own commodities are registered in travel agent terminal 1 of a travel broker who makes travel arrangements. Travelers, e-mail addresses of the travelers, and travel schedules are correlatively stored in the travel agent terminal 1. The travel agent terminal 1 broadcasts registered advertisements to all the travelers at optimal timing. The broadcast timing is determined by consulting the travel schedules. For example, advertisements in connection with souvenir shops in Osaka are broadcast while travelers stay in Osaka, and just before transit to Osaka.